

**Minutes of the
Tobacco Education and Research Oversight Committee (TEROC)
Webinar
Friday April 4, 2014**

University of California, San Francisco
Laurel Heights Campus
A Room with a View Conference Room
3333 California Street, Suite 340
San Francisco, CA 94118

California Department of Public Health
Cosumnes Conference Room
1616 Capitol Ave – 5th Floor
Sacramento, CA 95814

Santa Barbara County Public Health
Department - Main Campus
PHD SB C101/102 Conference Room
300 N. San Antonio Rd.
Santa Barbara, CA 93110

University of California, Los Angeles
Conference Room 706
10940 Wilshire Blvd., Suite 700
Los Angeles, CA 90024

University of California, San Diego
Smoker's Helpline Conference Room
5855 Copley Drive Suite 200
San Diego, CA 92111

Contra Costa Public Health Department
597 Center Avenue, Suite 200, Conference
Room 200
Martinez, CA 94553

MEMBERS PRESENT:

Ms. Denise Adams-Simms, Ms. Pat S. Etem, Dr. Lawrence Green, Dr. Alan Henderson, Dr. Pamela Ling, Dr. Michael Ong (Chair), Mr. Myron Dean Quon, Dr. Dorothy Rice, Dr. Shu-Hong Zhu

MEMBERS ABSENT:

Dr. Wendel Brunner, Ms. Vicki Bauman, Dr. Lourdes Baezconde-Garbanati

OTHERS IN ATTENDANCE:

Dr. Bart Aoki, Tobacco-Related Disease Research Program (TRDRP)/ University of California, Office of the President (UCOP)
Lynn Baskett, Consultant/TEROC Master Plan Writer
Dawn Dunn, Santa Barbara County of Public Health
Leslie Ferreira, California Tobacco Control Program (CTCP)
Dr. Phillip Gardiner, TRDRP/ UCOP, African American Tobacco Control Leadership Council (AATCLC)
Dr. Norval Hickman, TRDRP/UCOP
Dr. Jonathan Isler, CTCP
Richard Kwong, CTCP
John Lagomarsino, California Department of Education (CDE)/Coordinate School Health and Safety Office (CSHSO)
Dr. Mary Modayil, CTCP
Patti Seastrom, CTCP
Alexandria Simpson, CTCP

Loraine Waldau, Member of the Public
Wally Waldau, Member of the Public

1. WELCOME, INTRODUCTION, AND OPENING COMMENTS

TEROC Chair, Dr. Ong, called the meeting to order at 1:10 p.m. TEROC members and guests introduced themselves.

2. AGENDA REVIEW

Ms. Baskett guided TEROC through the day's agenda and meeting outcomes were reviewed:

- Provide input on questions raised for the narrative supporting each TEROC 2015-2017 Master Plan (MP) Objective.
- Finalize wording of the MP goal statement.
- Provide input on the Changing Landscape section of the MP.
- Confirm the MP title (Proposed title is included in attached documents).
- Provide input on the remaining sections of the MP.

3. REVIEW OF MASTER PLAN SECTIONS

For each section, TEROC considered the discussion questions included in the agenda materials, accepted changes, requested edits and identified the following items to include in the agenda for the May TEROC meeting:

- Objective 1, Figure 6 and 7; taxation of other tobacco and nicotine delivery products.
- Objective 3: definition of cultural humility.
- Objective 4: additional language on thirdhand smoke and environmental toxins.
- Objective 5: e-cigarettes and youth initiation (JAMA Pediatrics article).
- Objective 6: add language on monitoring state health insurance plan regulators as they implement the tobacco cessation provisions of the Affordable Care Act.
- Objective 7: use of youth development materials distributed by the tobacco industry.
- Changing Landscape: definition of tobacco.
- Goal: should the goal relate to tobacco use or smoking prevalence.
- Achievements: shorten considerably and make full descriptions of activities available online.
- Remaining sections: placement of acknowledgement of Debi Austin's contributions to the State's tobacco control efforts.
- Title: results of Survey Monkey on titles with suggested variations from members.
- Table of Contents: Consider the placement of the current objective 7.

4. MASTER PLAN TITLE

Members considered the proposed title: “Changing Landscape: Moving Forward Against New Threats”. Member revisions included: “Changing Landscape: Countering New Threats” and “Changing Landscape: Combatting New Threats”. CTCP Media staff will make recommendations and a brief member survey will be conducted prior to the next TEROC meeting.

5. NEXT STEPS

- a. May meeting:
 - 1) Review and input on Draft #3
 - 2) Vote on MP cover
- b. June meeting: Review of final Draft
- c. August 31, 2014: MP ready for printing

6. PUBLIC COMMENT

Public comments were heard throughout the meeting.

Dr. Ong moved to adjourn the meeting. The motion passed unanimously.

The meeting was adjourned at 3:50 PM.

A two-day TEROC meeting will be scheduled for May 2014.